

Message Text

UNCLASSIFIED

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63

ACTION EUR-12

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R 181520Z OCT 74

FM AMEMBASY STOCKHOLM

TO USDOC WASHDC

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AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 4670

FOR BIC/OIM: CAYA/BEIRING

REF: USDOC 14576

1. LAGUN POOL AB SWEDISH SUBSIDIARY FOR JACUZZI BROTHERS
WILL PARTICIPATE, UNDERSTOOD JACUZZI PAYING FEE. VISITING
STC TO SIGN SHORTLY.

2. NYGE-AERO AB, SWEDISH DISTRIBUTOR FOR PIPER AIRCRAFT
CORP. NONCOMMITTAL, MAKING DECISION SOON.

3. CARL AHLQVIST AGENTUR AB, SWEDISH AGENT FOR
ITT RECREATION DIV. QUITE INTERESTED, STC WILL
PRESS FOR DECISION SOON.

4. MALMO YRKESKLADER AB, SWEDISH AGENT FOR H.D. LEE
DECLINED. ALREADY HAS FIRMED UP SALES PROGRAM FOR
1975, ALSO HAS NOW A SURFEIT OF SALES OUTLETS, CONSIDERS
PARTICIPATION WOULD BE UNECONOMICAL.

5. AB N.K. KRISTENSSON, SWEDISH DISTRIBUTOR FOR INTL.
MERCURY OUTBOARDS VERY DOUBTFUL. TAKING PART IN STOCKHOLM
AND GOTHENBURG BOAT SHOWS BOTH FEBRUARY, AND FURTHER
EXHIBITIONS SCHEDULE PRECLUDES PARTICIPATION STC.

6. BAUSCH & LOMB AB DECLINE PARTICIPATION AS SWEDISH
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SUBSIDIARY ONLY MARKETS SUNGLASSES, HAS NOT PRODUCT

RANGE OF US PRINCIPAL. HAS WELL-ESTABLISHED OPTICIAN
DISTRIBUTOR NETWORK, DEVELOPMENT OF FURTHER OUTLETS
MIGHT CAUSE OPTICIANS BOYCOTT OF PRODUCT.

7. WINCHESTER (SCANDINAVIA) AB MANAGER MATS WAKTARE
HAS ALREADY WRITTEN TO COMMERCE DECLINING PARTICIPATION.
COMPANY HAS FULL PROGRAM EARLY 1975 AND NO POSSIBILITY
TO STAFF STC BOOTH.

8. AB VATTENSKIDSPECIALISTEN SWEDISH DISTRIBUTOR LASTER
INTL. DECLINES PARTICIPATION. PARTICIPATING IN STOCKHOLM
AND GOTHENBURG FEBRUARY BOAT SHOWS, NO RESOURCES
AVAILABLE FOR STC SHOW.

9. SCAN-TRADE A/S DANISH DISTRIBUTOR FOR SCHWEIZER
AIRCRAFT CORP. INTERESTED. MAKING DECISION SOON.

10. STC VISITED OCTOBER 16 BY JOHN GEORGE OF
CHAMPION PRODUCTS INC. ROCHESTER N.Y., SPORTS
CLOTHING MANUFACTURERS, AND AGENT BERTIL HOLMGREN
AB. STRONG VERBAL PARTICIPANT. AGENT PROBABLY TO
SIGN PA.
STRAUSZ-HUPE

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